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A compound of the formula

$$A_{n}^{1} A_{n}^{2} A_{n}^{3} A^{4} A^{5} A^{6} A^{7} A^{8} A^{9} A^{10} A^{11} A^{12} A^{13} A^{14} A^{15} A^{16} A^{17} A^{18}$$
 (1)

and acylated and/or amidated forms thereof,

wherein each n is independently 0 or 1;

A<sup>1</sup>, A<sup>2</sup>, and A<sup>3</sup> are each independently any amino acid;

A<sup>4</sup>, A<sup>12</sup>, and A<sup>17</sup> are independently acidic amino acids;

A<sup>13</sup>, A<sup>14</sup>, A<sup>15</sup>, and A<sup>18</sup> are independently aromatic amino acids;

A<sup>5</sup>, A<sup>7</sup>, A<sup>8</sup>, A<sup>11</sup>, and A<sup>16</sup> represent any amino acid;

A<sup>6</sup>, A<sup>9</sup>, and A<sup>10</sup> represent independently a basic amino acid or a polar neutral amino acid;

wherein each of said amino acids may be in the L form, racemic form, or D form.

- 2. The compound of claim 1 wherein all amino acids are gene encoded.
- 3. The compound of claim 1 wherein all linkages between A<sup>i</sup> subunits are amide linkages.
  - 4. The compound of claim 1 where all of A<sup>i</sup> are in the D form.
  - 5. The compound of claim 1 wherein all of A<sup>i</sup> are in the L form.
- 6. The compound of claim 1 wherein each of A<sup>4</sup>, A<sup>12</sup> and A<sup>17</sup> is independently aspartic or glutamic.
- 7. The compound of claim 1 wherein each of A<sup>13</sup>, A<sup>14</sup>, A<sup>15</sup> and A<sup>18</sup> is independently phenylalanine or tyrosine.
  - 8. The compound of claim 1 wherein A<sup>8</sup> is cysteine.

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- 9. The compound of claim 1 wherein each of A<sup>6</sup>, A<sup>9</sup> and A<sup>10</sup> is independently lysine, histidine, arginine, glutamine, or asparagine.
- 10. The compound of claim 1 which is selected from the group consisting of AALEAQICQQIEYYFGDF, AALQAKICHQIQYYFGQF, QQQEAKICHQIEYYFGDF and AALEAKICHQIEYQFGDF.

11. The compound of claim 1 which is in isolated or purified form and is selected from the group consisting of ALEAKICHQIEYYFGDF,
AALEAKICHQIEYYFGDF, LDLDTKICEQIEYYFGDF,
AALEAKICHQIEEYYFGDF, DDADQRIKQLEYYFGNI,
VSKLEASTIRQEYYFGDA and QERAIIRQVEYYFGDF.

- 12. A pharmaceutical, veterinary or agricultural/horticultural composition which comprises the compound of claim 1 along with a suitable excipient.
- 13. A nucleic acid molecule comprising a nucleotide sequence encoding the compound of claim 2.
- 14. A recombinant expression system comprising a nucleotide sequence encoding the compound of claim 2 operably linked to control sequences effective for its expression.
- 15. A recombinant host cell modified to contain the expression system of claim 14.
- 16. The recombinant host cell of claim 15 wherein said expression system is integrated into the genome of said host cell.
- 17. A method to produce the compound of claim 2, which method comprises effecting expression of said compound from the expression system of claim 14.

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- 18. The expression system of claim 14 which is included in a viral vector.
- 19. The viral vector of claim 18 which is an adenoviral vector or a retroviral vector.
- 20. A method to treat viral infection in a plant or animal subject which method comprises administering to said subject an antivirally effective amount of the compound of claim 1.
- 21. The method of claim 20 wherein said method further comprises administering at least one additional antiviral agent.
- 22. The method of claim 21 wherein said administering of the compound and said at least one additional antiviral agent is substantially simultaneous.
- 23. The method of claim 21 wherein said administering of the compound of claim 1 and said at least one antiviral compound is sequential.
- 24. The method of claim 21 wherein said additional antiviral compound is I-RNA.
- 25. A method to treat viral infection in a plant or animal subject, which method comprises administering to said subject an antivirally effective amount of a nucleotide sequence encoding the compound of claim 2.
- 26. The method of claim 25 wherein said nucleotide sequence is comprises in an expression system compatible with the cells of said subject.
- 27. The method of claim 25 wherein said method further comprises administering at least one additional antiviral agent.

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- 28. The method of claim 27 wherein said administering of the compound and said at least one additional antiviral agent is substantially simultaneous.
- 29. The method of claim 27 wherein said administering of the compound of claim 1 and said at least one antiviral compound is sequential.
- 30. The method of claim 27 wherein said additional antiviral compound is I-RNA.
  - 31. A method to deliver a compound selectively to the liver, which method comprises administering to a subject containing a liver a desired compound coupled to the compound of claim 1.
    - 32. Antibodies specifically immunoreactive with the compound of claim 1.
    - 33. The antibodies of claim 32 which are immunospecific fragments.
    - 34. The antibodies of claim 33 which are monoclonal antibodies.
- 35. A method to purify the compound of claim 1, which method comprises contacting a sample containing said compound with antibodies specifically immunoreactive therewith, said antibodies coupled to a solid support.

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